MADURAI MINI TECHCAMP

Madurai Mini-TechCamp

September 10, 2014 9:30am – 12:00pm
Mannar Thirumalai Naicker College, Pasumalai

Workshop to help Madurai nonprofit organizations use digital technology & social media to better promote, fundraise , and accomplish their missions.

Email attached application by August 25, 2014 to
chennaisocialmedia@state.gov
(email us with your questions!)

U.S.CONSULATE GENERAL Chennai

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Experience America

Madurai

September 9 & 10, 2014

All are Welcome

Experience America

Madurai

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All are Welcome

Madurai's Mini-TechCamp

Anne Daugherty
Social Media Manager
U.S. Consulate General, Chennai

Creative Commons NSiddhu

Mini TechCamp Agenda

- Icon Icebreaker! (*with prizes*)
- Introduction to TechCamps
- Social Media Landscape basics

--BREAK--

- NGOs & Social Media/Digital Tools
- NGOs/Students Madurai Challenges
  - Group Brainstorming Breakout
  - Report out
- Final Questions & Answers

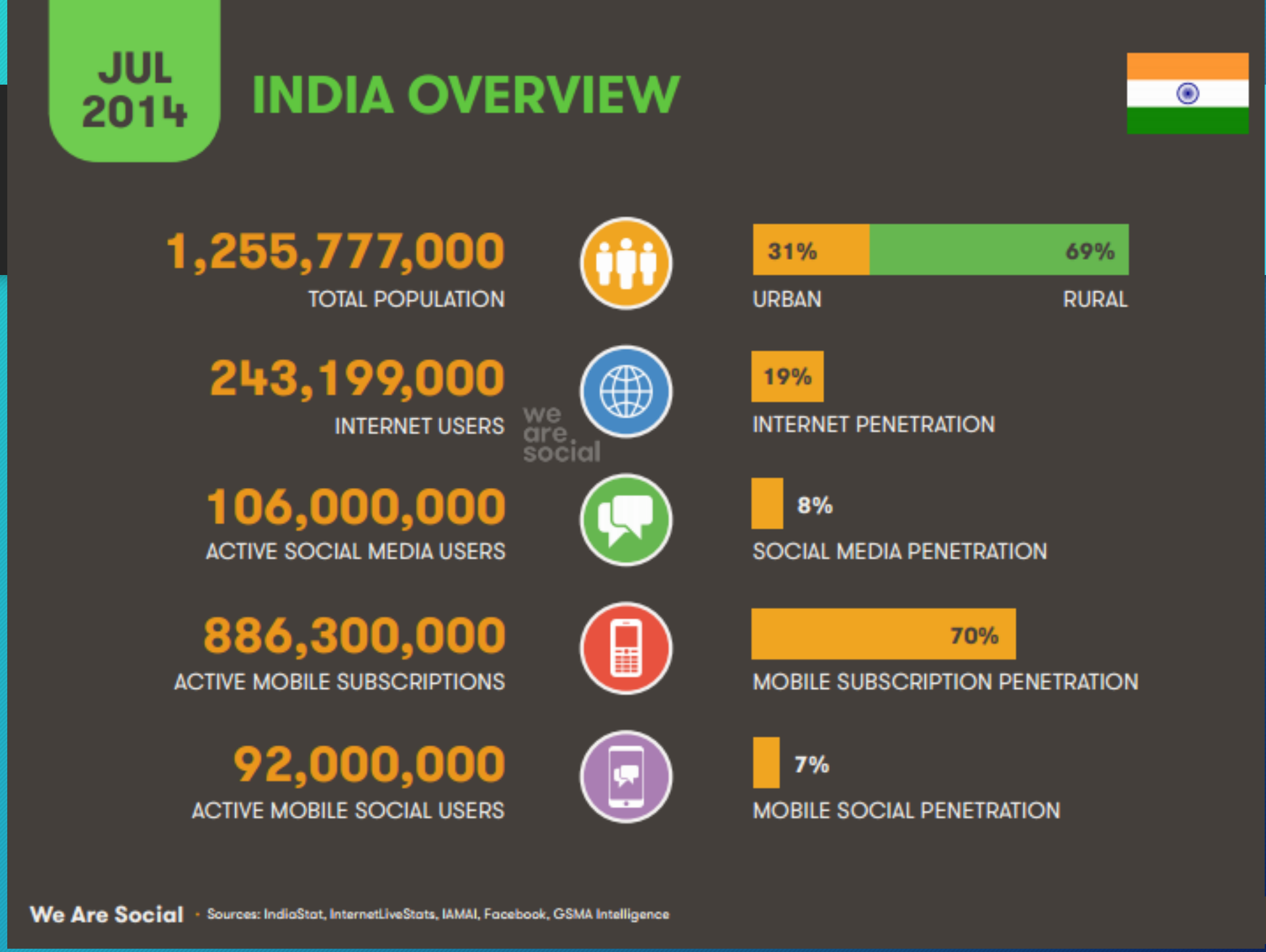
What's a TechCamp?

- Bring the technology community around the world to help NGOs by helping them with resources, access to low and no-cost technology and online platforms to assist them in building their digital capacity
- Bring technologists & NGOs together in a city to brainstorm specific challenges they're facing in their communities or missions
- Work together to develop real time solutions to address these challenges

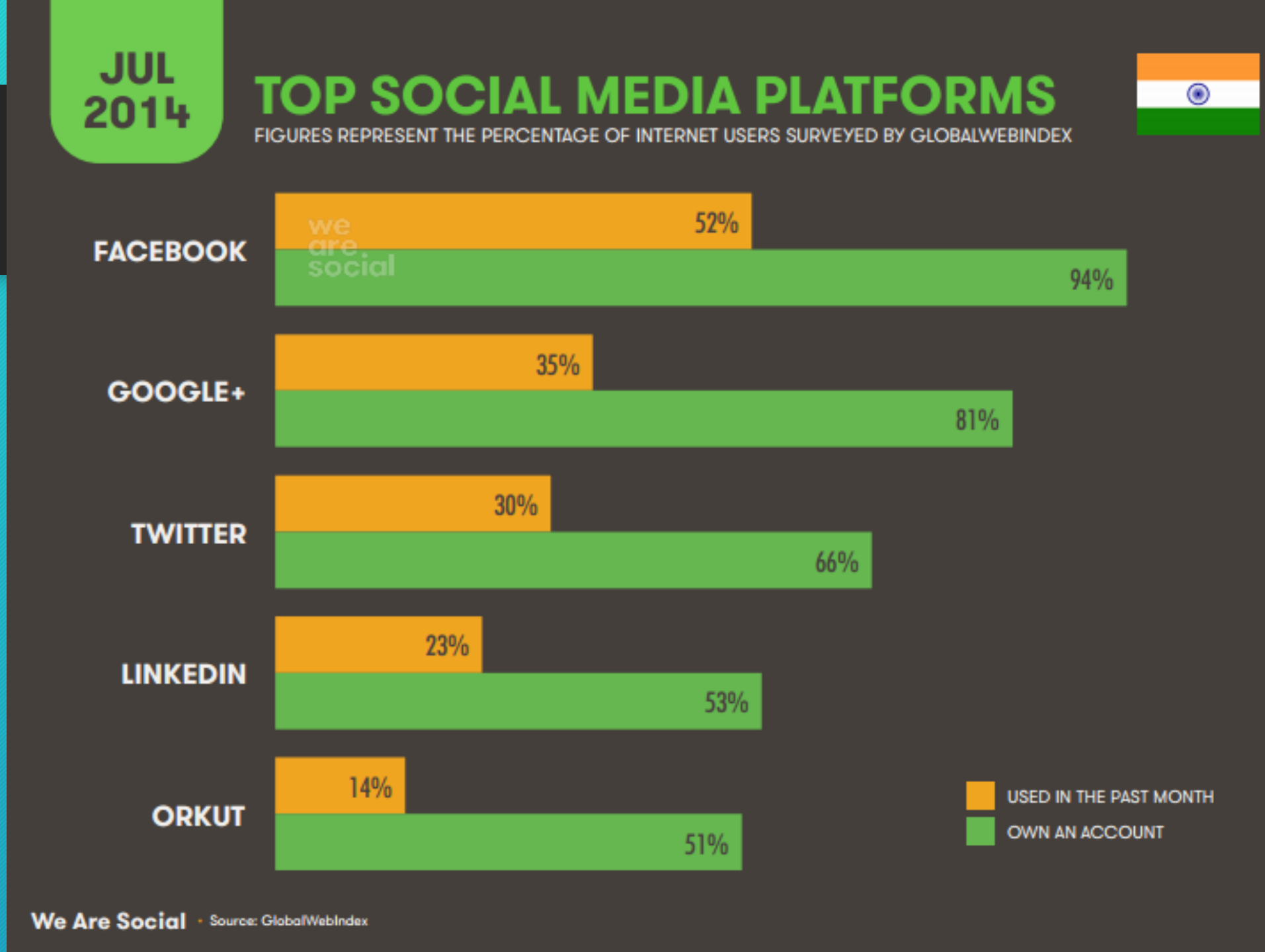
Working hard & Having fun!

Internet in India

- First trends of declining print media numbers
- Increase in mobile phone internet use



Social Media in India

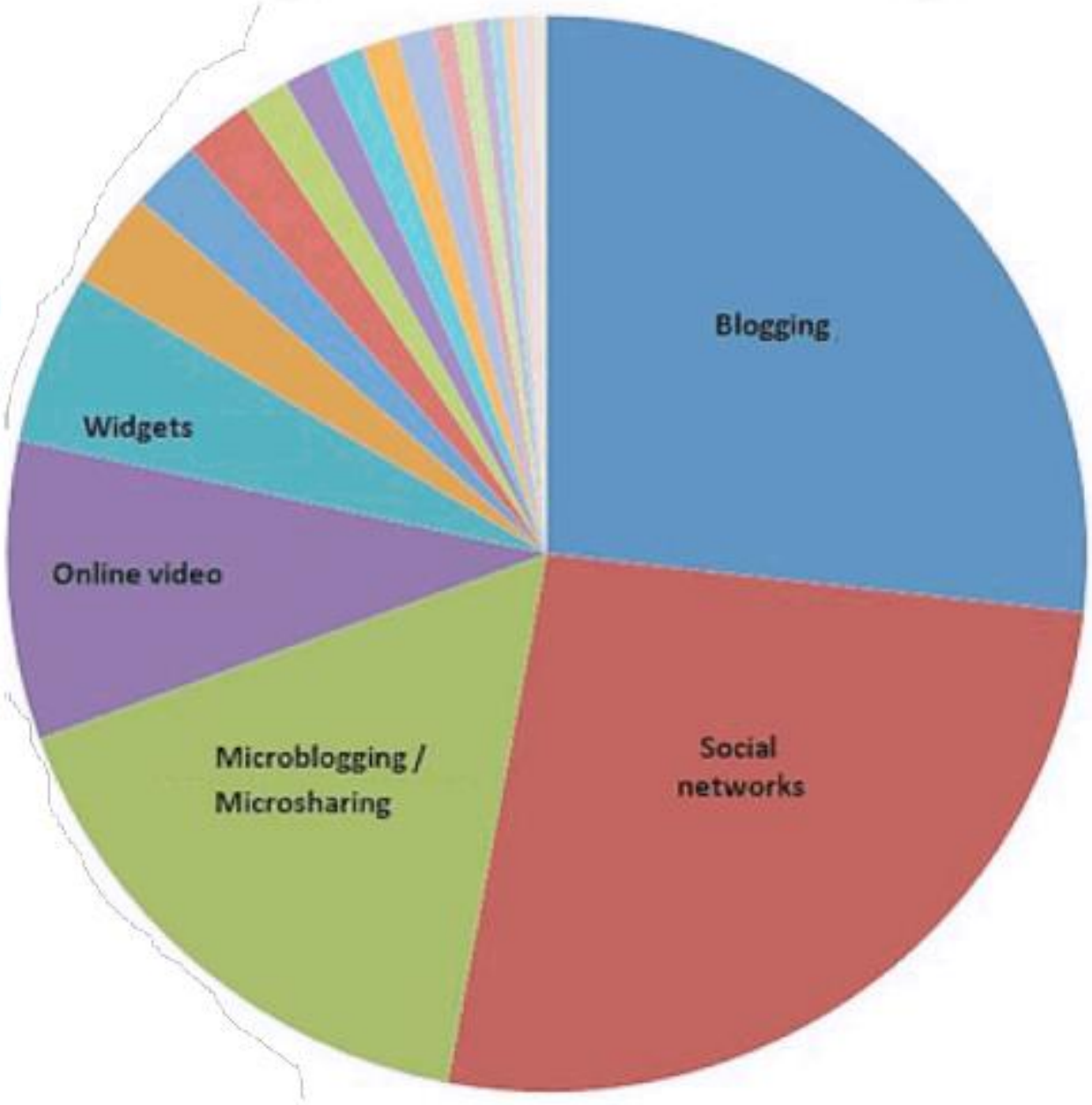


It's *ALL* Social Media

- Media landscape has changed
- Communication Culture changed
- Public has the Power now
- Competition for eyeballs

Social media a game-changer

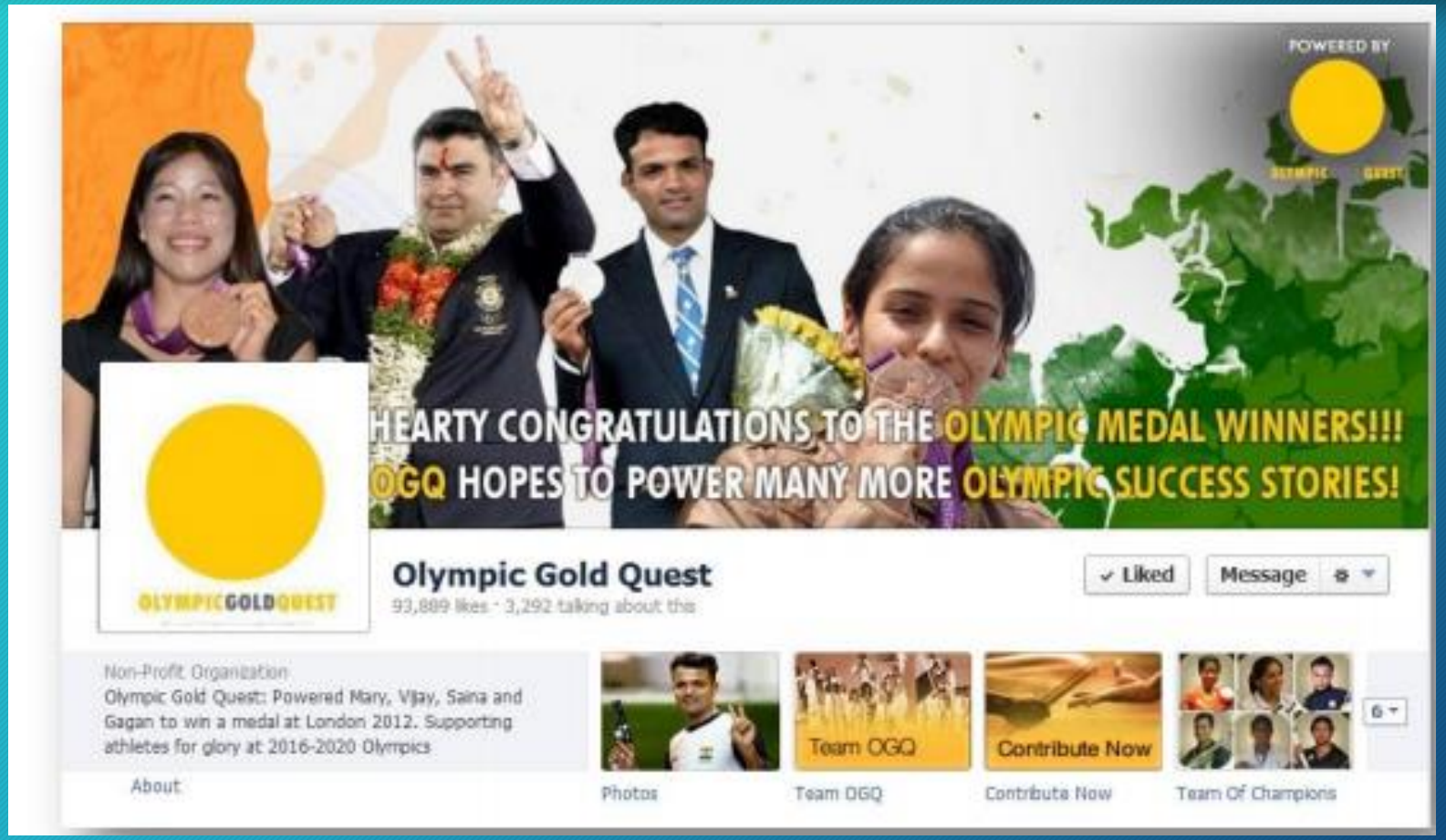
- Blogs
- Social networks
- Microblogs (Twitter)
- Online video (YouTube, Vimeo, Dailymotion)
- Widgets
- Photo sharing (Flickr, Photobucket, etc.)
- Podcasts
- Virtual worlds
- Wikis
- Social bookmarking
- Forums
- Presentation sharing



Getting Started….

- SM is about stages…..crawl, walk, run & fly!
- Need Strategic plan before you start
  - Tie your goals/objectives to your social media plan
  - What is your mission/organization's goals?
  - Once you get the WHAT, then you turn to the HOW (which SM platforms)
- Don't be tempted by all your SM choices
- Stick to ones you only need & can commit to

Captivating & Dynamic Accounts



The Good, the Bad & the Blah…

U.S. Consulate General Chennai
Posted by Anne Daugherty [?] · 6 hours ago

700 #LadyDoakCollege students marched by candlelight through the streets of Madurai last night to highlight Gender-Based Violence (GBV). Our Consulate Officers were impressed with their commitment to #GBV & desire to see real change. You inspire us, students! (4 photos)

Like · Comment · Share 2 Shares

127 people like this. Top Comments

Write a comment...

Uma Gengaiah great .. my college
Unlike · Reply · 1 · about an hour ago

U.S. Consulate General Chennai
Posted by Wm Chennai [?] · August 30 · Edited [?]

Everyone in Florida knows how to have fun in the sun! We want you to CAPTION this photo for us -- prize for the best one. Good luck!

Like · Comment · Share 16 Shares

268 people like this. Top Comments

Write a comment...

Joyce E McClintock I guana jump in!
Unlike · Reply · 2 · August 30 at 9:00pm

Johnny L. Sanga Ice bucket challenge is too mainstream
Like · Reply · 2 · August 31 at 11:34pm

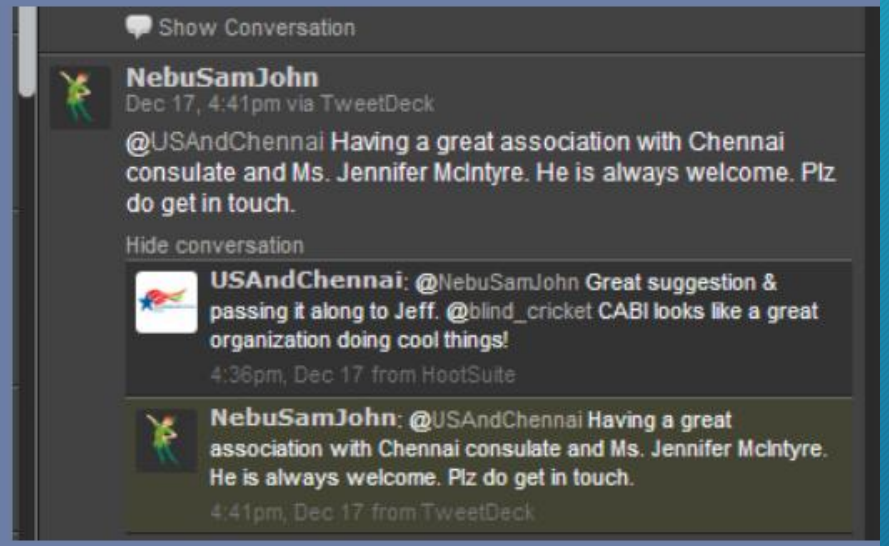
Mohammed Mustaqeem time to grab some water power, to beat the heat.....
Unlike · Reply · 1 · August 31 at 5:43pm

Deepak Ramachandran Save earth or only footprints will remain
Unlike · Reply · 1 · August 31 at 3:35pm

Marita Miranda Colours are for Keepers!...watch me BLEND IN!
Unlike · Reply · 1 · August 31 at 12:09pm

Don’t Tell it, Show it

SM=About Conversation



- Use handles & hashtags
- Engage with folks
- RT your followers tweets!
- Give credit where it's due
- Write funny tweets

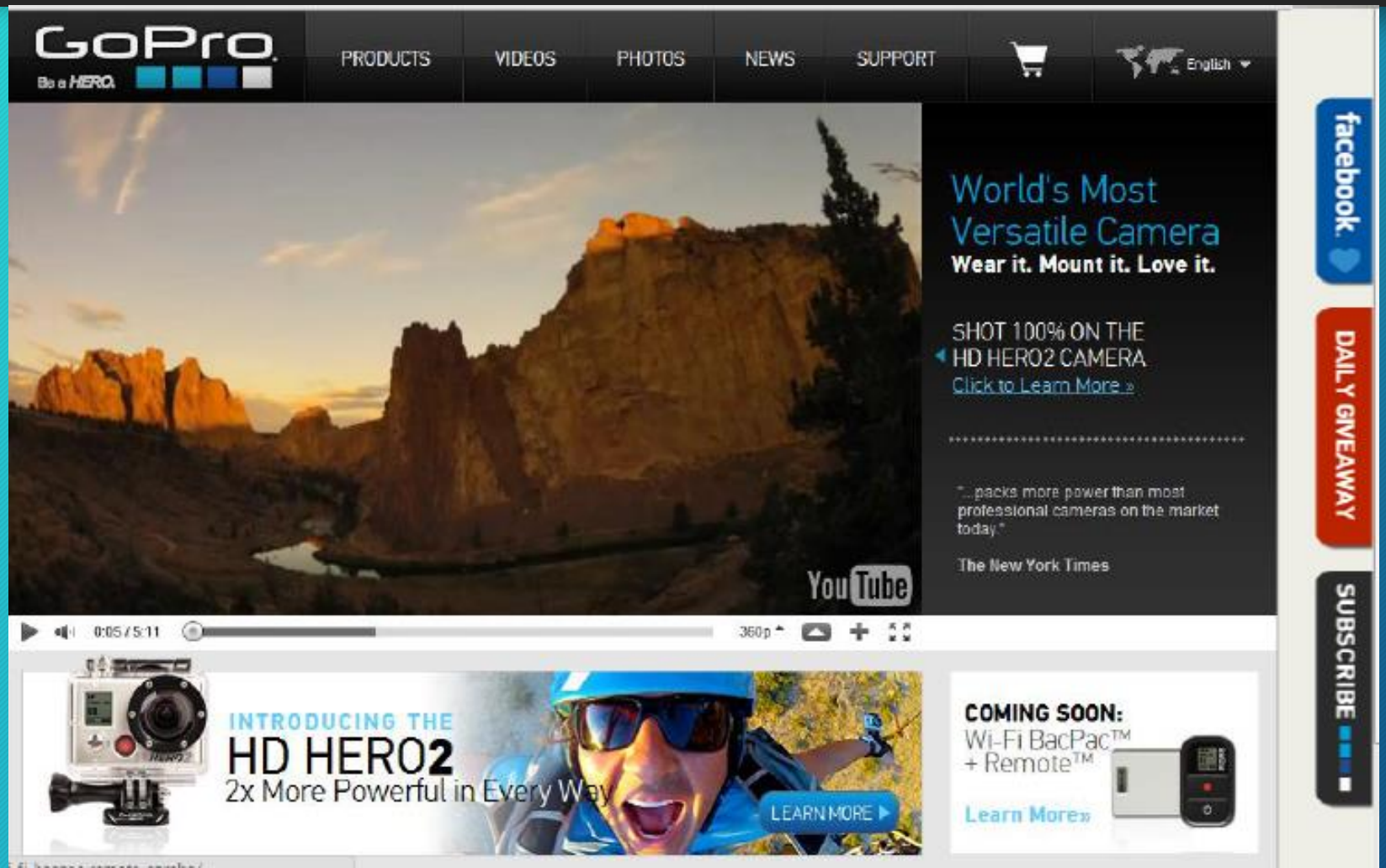
Photos & Captions matter

- Give context – defines & emphasizes your message
- Engages your fans, should be short & striking & reshareable
- Catchy wording, puns, etc. to make folks stop & read – should resonate with them
- Storytelling with photo essays – works in India

Know Your Fans/Followers

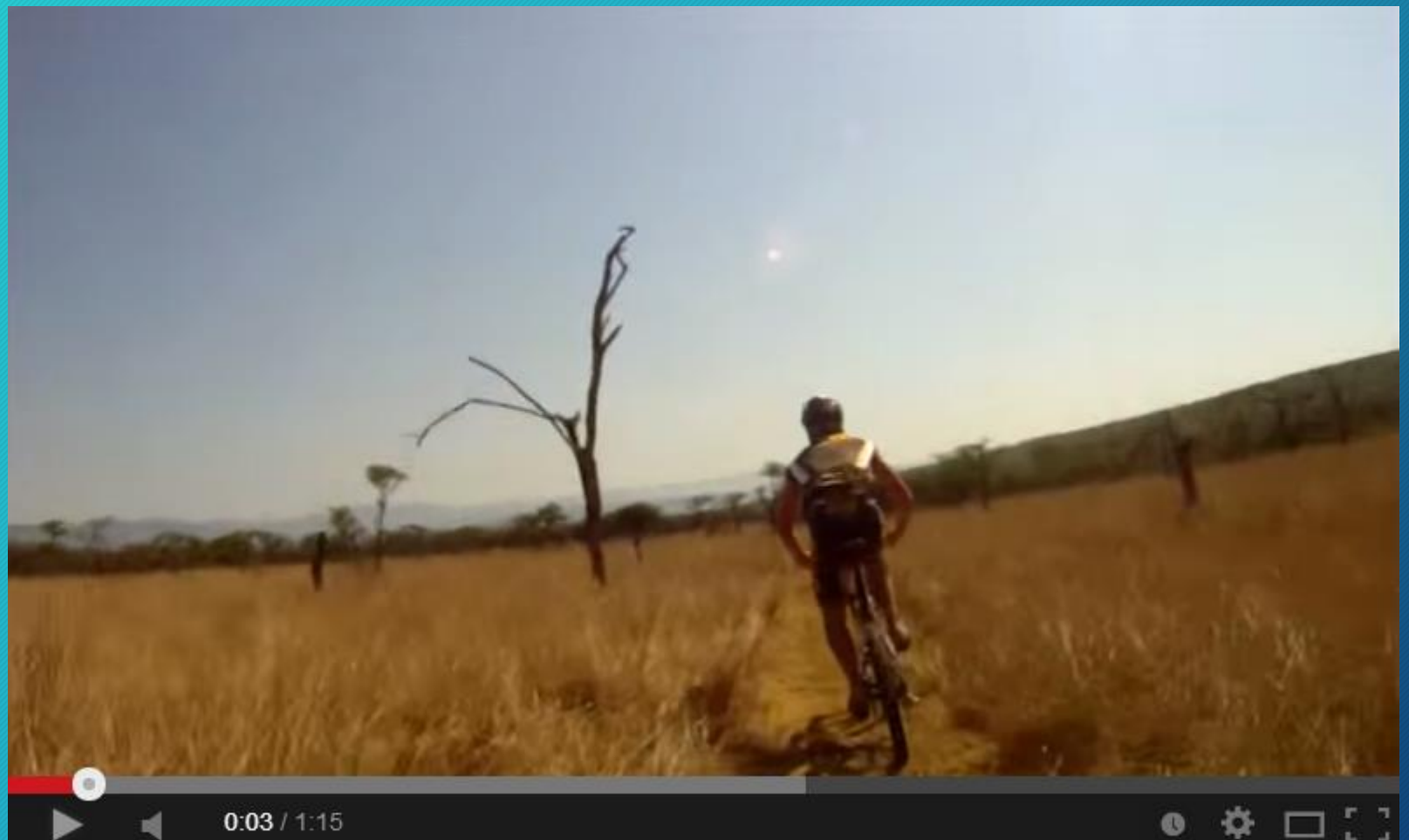
- Know your limits
- Photos can be powerful
- Want to communicate message

Some NGOs & Companies “Get It”



GoPro Videos

https://www.youtube.com/watch?v=S2oymHHyV1M



Do Metrics Matter?

- Measure your progress
- Analytics (free or low-cost) built in to most platforms
- No need to pay for this data
- Worry about the *right* things

METRICS THAT MATTER

The Usual Suspects	Real Indicators
• Fans/followers	• Intended audience acquired
• Retweets/shares	• Reader -> Customer
• Replies/comments	• Conversations generated
• UGC submissions	• Reader -> Participant
• Reach	• New sources acquired
• Klout Score	• Gains made

Basic Resources

- Will email participants link for presentations & resources
- Everything I ever needed to know, I Learned from Google!
- Let's talk NGO-specific needs

Social Media Photo Tips

U.S.CONSULATE GENERAL Chennai

Photos-Before/During/After

- **Before:** Confirm photo release for minors , elderly & disabled prior to your event/SM coverage
- **During: Action photos—focus on the central people/action**
- **During: Avoid** backs of heads, empty chairs, water bottles and copyright materials
- **Take** SD card to Systems staff for extracting from card & placing photos into shared folder/drive
- **After:** Go through photos deleting poor quality ones, then choose SM content from your best pictures
- **After:** Write photo captions for SM POC —Few sentences that include 5Ws for the photo
- **After:** Insert photo credit—open photo, right click *open with Paint*, click on letter & type along bottom
- **After:** Avoid taking photos from Facebook or internet sites without *express* permission

Social Media Content Tips

Routine Content

- **Coordinate** with SM POC about which platforms for which your content is suited (FB, Twitter, etc.)
- **Write-up:** Post/Tweet and any additional identifying info you think is relevant .
- **Platforms:** Keeping posts short and light/clever are good tips *(know your platform restrictions)*
- **Twitter:** 140 characters maximum (pictures take up about 25 characters & must be less than 5mb
- **Facebook:** Ideal length for post is 300 characters or less & photos tend to help posts with reach
- **Facebook:** Text-based posts (no photos) have wider reach, but often don't get great engagement

Image & Photo Sources:

- **U.S. Government** photos are in the public domain & may be used with credit **iipdigital.usembassy.gov**
- **US Consulate** Flickr site: **flickr.com/photos/usconsulatechennai** (feel free to use/credit our photos!)
- **Wikimedia Commons: commons.wikimedia.org/wiki/Main_Page** (follow photo permission/credits)
- **Flickr: flickr.com/creativecommons** (follow photo permission/credit)

Live Content

- **Organize** logistics ahead of time—with NGO, visiting team, etc. to know when/what/how to cover
- **Identify** ahead of time how you will transmit content—or if you will post content live/on-site
- **Use** whatever tools you have available -Ipad, Iphone, camera, laptop, pen/paper, etc.
- **Include** basic facts and any *unique first person* information (great event, 150 students, etc.)

Post-Event Content

- **Try** to write content and forward to SM POC as soon as possible —SM is about the *here & now*
- **Organize** photos and follow above instructions for timely handling

Ready for a Break?